

## Message Text

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ACTION COME-00

INFO OCT-01 EA-09 ISO-00 CIAE-00 EB-08 INR-07 LAB-04

NSAE-00 PA-02 SIL-01 USIA-15 PRS-01 /048 W

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R 180526Z MAR 77

FM AMEMBASSY WELLINGTON

TO SECSTATE WASHDC 2888

INFO AMCONSUL AUCKLAND

AMCONSUL SYDNEY

UNCLAS WELLINGTON 1005

FOR COMMERCE

SYDNEY FOR TRADE CENTER

E.O. 11652: N/A

TAGS: BEXP, NZ

SUBJECT: INDUSTRIAL SECURITY AND SAFETY EQUIPMENT EXHIBITION,  
SYDNEY TRADE CENTER, JULY, 1977

1. POSTS IN NEW ZEALAND BELIEVE THAT WE CAN GENERATE MORE USEFUL BUSINESS CONTACTS FOR U.S. EXHIBITORS AT THE SYDNEY TRADE CENTER BY HAVING SMALL GROUPS OF EXHIBITORS SEEKING AGENTS IN THIS COUNTRY VISIT NEW ZEALAND EN ROUTE TO SYDNEY. WE ENVISAGE A ONE-CITY STOP FOR ONE DAY OF CONSULTATION WITH PROSPECTIVE AGENTS, TO TAKE PLACE PREFERABLY ON THE FRIDAY BEFORE THE TRADE CENTER SHOW, ALTHOUGH SUCH A VISIT AFTER THE S.T.C. EVENT WOULD ALSO BE ACCEPTABLE. STC STAFF AGREE THAT THIS TECHNIQUE IS WORTHY OF EXPERIMENTATION, AND FOR THIS PURPOSE WE PROPOSE THAT COMMERCE MAKE A SPECIAL RECRUITMENT EFFORT FOR THE FORTHCOMING INDUSTRIAL SECURITY AND SAFETY EQUIPMENT EXHIBITION.

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2. INTEREST IN SUCH EQUIPMENT IS GROWING RAPIDLY IN NEW ZEALAND. BANKS ARE INVESTIGATING SECURITY EQUIPMENT, SEVERAL FOR THE FIRST TIME. RETAIL SHOPS ARE LOOKING INTO POINT-OF-SALE SECURITY EQUIPMENT IN AN EFFORT TO REDUCE SHOPLIFTING. THE DEMAND FOR HOME BURGLAR AND FIRE ALARM SYSTEMS IS GROWING RAPIDLY. THE FORTHCOMING

SYDNEY EXHIBITION OFFERS A TIMELY OPPORTUNITY TO INTRODUCE NEW AMERICAN LINES TO THIS GROWING MARKET.

3. WE THEREFORE PROPOSE THAT COMMERCE INCLUDE IN ITS RECRUITMENT PACKAGE FOR THE SYDNEY SHOW AN INVITATION TO STOP EN ROUTE IN NEW ZEALAND. AUCKLAND WOULD BE THE PREFERABLE VENUE, AND A GROUP OF FOUR TO SIX FIRMS SEEKING AGENTS IN NEW ZEALAND WOULD BE THE IDEAL SIZE. WE ENVISAGE THE GROUP ARRIVING TOGETHER ON THE THURSDAY MORNING, USING THAT DAY TO RECUPERATE FROM JET LAG, WITH A RECEPTION THURSDAY EVENING. FRIDAY WOULD BE DEVOTED TO BUSINESS APPOINTMENTS AS WITH A NORMAL USDOC TRADE MISSION. THE GROUP WOULD THEN PROCEED OVER THE WEEKEND TO SYDNEY. SUCH A SCHEDULE WOULD MAKE IT POSSIBLE FOR INTERESTED NEW ZEALAND AGENTS TO MEET WITH THE U.S. EXHIBITORS HERE, AND WOULD LEAVE OPEN THE POSSIBILITY OF A FOLLOW-UP MEETING AT THE TRADE CENTER WHERE EQUIPMENT AND/OR SYSTEMS COULD BE SEEN ON DISPLAY. WE BELIEVE THAT IN THIS WAY WE CAN OFFER THE PARTICIPATING EXHIBITOR A MUCH BETTER EXPOSURE TO THE NEW ZEALAND MARKET THAN CAN BE DONE BY CAJOLING NEW ZEALAND BUSINESSMEN - WITH ONLY RARE SUCCESS - INTO GOING TO SYDNEY.

4. IT IS IMPORTANT TO EMPHASIZE THE ADVANTAGE OF SERVICING THE NEW ZEALAND MARKET THROUGH A LOCAL UNCLASSIFIED

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REPRESENTATIVE. APPOINTING AN AUSTRALIAN AGENT TO COVER NEW ZEALAND GENERALLY LEADS, AT BEST, TO CURSORY ATTENTION BEING PAID TO SALES POSSIBILITIES HERE. NEW ZEALAND BUYERS WANT TO HAVE SOMEONE CLOSE A HAND WHO HAS TECHNICAL KNOWLEDGE OF THE PRODUCT, AND SERVICE AND SPARE PARTS CAPABILITY. HAVING TO DEAL WITH AN AUSTRALIAN INTERMEDIARY CAN IRRITATE, AND SOMETIMES ALIENATE, THE NEW ZEALAND BUSINESSMAN.

5. WE WOULD LIKE TO USE THE SECURITY SHOW, WHOSE THEME FOCUSES ON A RAPIDLY GROWING MARKET IN NEW ZEALAND, TO EXPERIMENT WITH THIS TECHNIQUE. IF IT IS SUCCESSFUL, WE EXPECT TO REQUEST SIMILAR GROUPS FROM OTHER SELECTED STC SHOWS IN THE FUTURE. SELDEN

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